TO *Business*

TORONTO Economic Development ...speaking with the business community
May/2004

In this Issue:

1. Let's Talk- A Message from The Acting Executive Director
2. Budget Aims to Protect Service Levels
3. New Development Charges By-law
4. Confronting Labour and Skill Shortages
5. Michelin Says MUST SEE T.O.
6. Access Programs Supporting Growth/Innovation
7. Missoni Stars at Toronto Fashion Week
8. SAS Contributing to Architectural Renaissance
9. Breezing into Toronto
10. A Brand for Discovery
11. Public Venture Capital for Growth
12. Improving Toronto's Complexion
13. Mayor Miller Discusses Financial Services with Lord Mayor of London
14. Mayor Focuses on Competitiveness
15. Venturing Into Food - a Success
16. Open Doors Beckon You
17. Toronto Facts
18. Upcoming Business Events
19. Thanks to Our Contributors
20. Contact Us

1. LET'S TALK

My Economic Development Team is hard at work on a number of initiatives that will benefit Toronto and our prime clients, members of the business community. We are outlining opportunities to improve building facades within defined areas of the City using an innovative grants program. We continue to provide training opportunities in food processing and other fields. We are busy working with corporate partners developing banners encouraging passengers on the "Breeze" ferry connecting Toronto and Rochester, to explore all our fine city has to offer in the way of entertainment. Marketing the City and expediting developments such as the much-praised new SAS Canada headquarters continue as major focuses. This newsletter offers a brief sample of the issues we are tackling on your behalf. Throughout all our activities we count upon and appreciate your support and believe that with your support we are enhancing this great city as the business gateway to North America.

Karen Thorne-Stone
Executive Director
Economic Development

2. Budget Aims To Protect Service Levels

The 2004 budget approved by Council responds to *Listening to Toronto* pre-budget consultations by protecting vital programs and providing modest enhancements to

targeted areas where previous reductions made reinvestment necessary to maintain services.

Mayor David Miller, while applauding assistance from the province and federal government, noted "Toronto needs predictable funding and legislative tools to maintain services, keep the City's infrastructure in a state of good repair and plan for growth. We need to maintain services that make Toronto what it is - the right funding is needed to keep Toronto successful."

3. New Development Charges By-law

Toronto has had a competitive advantage locally with no municipal development charges on industrial and commercial development. The City's current development charges by-law will expire in July 2004. City Council has directed staff to prepare a new Development Charges Background Study, which is now complete. The study without recommendations is available at http://www.city.toronto.on.ca/finance/dev_charges04.htm.

The City has been seeking input from all concerned stakeholders to assist in the development of a new by-law. To this end, a number of public meetings have been held and the Policy and Finance Committee heard deputations on May 6th.

The staff report to the May 6th Policy and Finance Committee lists three options for non-residential development charges, which range from exempting all non-residential development to exempting industrial development only. A copy of the report is available at http://www.toronto.ca/legdocs/2004/agendas/committees/pof/pof040506/it001.pdf

A further staff report will be prepared after the public meeting on May 6th. If you have not had an opportunity to make your views known, you are invited to contact the Finance Department before the end of May 2004. Contact information is provided on the same page as the background study.

For more information on development charges contact Peter Viducis at pviducis@toronto.ca.

4. Confronting Toronto Labour and Skill Shortages

On March 25th, more than 100 people from government and community-based organizations attended a consultation on Toronto's Labour Force Readiness Plan. During the discussion, hosted by the Intergovernmental Committee for Economic and Labour Force Development (ICE), and titled *Help Wanted: Confronting Labour and Skill Shortages in Toronto*, Harvey Low from the City's Social Development and Administration Division presented 2001 census data.

Susan Brown of the Toronto Economic Development Office, outlined issues and key recommendations from the Toronto Labour Force Readiness Plan report. A final report on the event, including PowerPoint presentations, a list of attendees and a consultation document can be found at http://www.icecommittee.org/2004%20Network%20Meeting.htm.

5. Michelin Says MUST SEE T.O.

Toronto is the first Canadian city to be profiled in Michelin Travel's' recently launched

"Must See" guides. Cynthia Ochterbeck, chief editor for the publication, said Toronto was a natural choice for the series and added, "we appreciate the diversity." Michelin highlights a number of well-known attractions including the CN Tower, Ontario Place, the Royal Ontario Museum, the Bata Shoe Museum, the Hockey Hall of Fame and the Metro Toronto Zoo described as one of the best in North America.

Imagine the excitement that this city will generate when the massive additions to its cultural fabric are completed.

6. Access Programs Supporting Growth/Innovation

Get the latest information on a range of provincial and federal programs designed to support export growth, company research and development. To assist Toronto businesses in accessing these programs, Toronto's Economic Development Team has prepared information sheets available in PDF format. These summary sheets contain a brief description of each program and a link to the program web site. Contact Neil D. Farmer at farmer@toronto.ca to receive your copies.

7. Missoni Stars at Toronto Fashion Week

International attention focused on our City in March as more than 8,500 people including key media from U.S., France, U.K. and Italy attended Toronto Fashion Week, which presented upcoming Fall/Winter collections of more than 50 top Canadian designers. The City of Toronto in partnership with the fashion industry, founded Toronto Fashion Week in 1992 to attract key media and buyers to the City.

A highlight this season was the North American debut of Missoni's 50th anniversary retrospective collection. Attending the show were Vittorio, Maurizia and Margherita Missoni whose family founded and continues to run the highly prized Missoni line of knitwear.

The Missoni project resulted from the twinning agreement signed between Toronto and Milan last summer and was organized by Toronto Economic Development, together with the Italian Chamber of Commerce of Toronto and the Fashion Design Council of Canada. Vittorio Missoni has offered to help arrange a reciprocal mission for Toronto fashion designers to Milan Fashion Week next season.

For more information on Fashion Week and Toronto's fashion/apparel industry, contact Laurie Belzak at lbelzak@toronto.ca.

8. SAS Contributing to Architectural Renaissance

The architectural renaissance transforming the cultural landmarks of the city is taking firm hold in the business core with the announced $30 million Canadian headquarters for SAS Canada.

SAS the world's largest privately held software company has begun work on its new corporate headquarters at 280 King Street East. An Economic Development Team worked tirelessly and successfully with SAS to bring this project to Toronto and to launch this significant addition to the business community.

Mayor David Miller applauded the SAS decision and noted "that it is a tribute to our diverse technology-orientated talent, abundance of corporate head offices and efficient

transit system that Toronto was able to draw a world-class software company to invest $30 million in a new headquarters." Praise does not stop there. The stunning structure will feature the latest advancements in environmental and architectural design allowing it to be the first building in Toronto to be LEED (Leadership in Energy and Environmental Design) certified.

For more information on this project contact George Spezza at gspezza@toronto.ca.

9. Breezing into Toronto

The Toronto- Rochester ferry "The Breeze", a new attraction for Toronto, is due to begin operations at the end of May. It is expected that tourism spending generated by this initiative will be between $23.9 million and $109.8 million annually depending on the length of visitor stay. The Economic Development Office is installing banners along the route from the ferry dock at the base of Cherry Street to the intersection of Cherry and Lakeshore Boulevard to invite visitors to explore Toronto and to sample Toronto's music, dining, sports, theatre and attractions.

The new ferry service is anticipated to have a number of secondary benefits including:

- Increased industrial, social and cultural interaction between Toronto and Rochester.
- A new border crossing relieving pressure on Niagara region crossing points.
- Reduced demand on the congested highways in the Niagara Peninsula.

For more information on this initiative contact Peter Myall at pmyall@toronto.ca.

10. A Brand for Discovery

The Discovery District, 2 square kilometers of concentrated medical and research facilities stretching from Bloor to Dundas and Spadina to Bay, is a world-class center for innovation and learning. The area hosts over 50,000 jobs including 22,300 in medical care and research and 4,800 associated with the University of Toronto.

The newest and perhaps best-known addition to the District is the 1.2 million square foot MaRS (Medical and Related Sciences) office and lab complex under construction at the southeast corner of University and College.

To reinforce the District's status, attract other leaders throughout the world to join its workforce, and provide for a more fruitful interchange of ideas among those working within the area, the Economic Development Office is preparing a capital improvement strategy focused on building the area's identity and improving the quality of the work environment. The Economic Development Office has retained Brown + Storey Architects to asses the area's issues and opportunities and to develop branding strategies.

For more information on the Discovery District, please contact Peter Myall at pmyall@toronto.ca.

11. Public Venture Capital for Growth

Do you need capital to finance your growth strategy? For the right company, public

venture capital can open the door to the next level of growth. You are invited to get insight and best practices from industry expects who have the knowledge and experience of taking emerging companies public. A workshop titled *Accessing Public Venture Capital*, is being presented by the TSX Venture Exchange in collaboration with key industry professionals on June 2, 2004 and again on June 3, 2004.

The workshop will help you determine if your company is ready to go public, and the best route to follow. The workshop will also deal with how to structure a public venture capital deal, and how to raise follow-up financing once you are listed.

To register for the workshop visit: www.insidesuccess.ca.

12. Improving Toronto's Complexion

Community Partnership advisors from the Economic Development Office are pounding the pavement, promoting business building façade enhancements. The City's Commercial Façade Improvement Program offers business owners matching grants to improve the front exterior facades of commercial and industrial buildings within designated areas of the City. In 2003, the program issued 53 grants to owners and tenants for a total of $460,000 in façade improvements. In 2004, this program will be available in the following commercial and industrial areas:

- Cliffside Village
- Danforth Avenue (between Victoria Park and Warden)
- Kensington Market
- King Street East (between Parliament and River)
- Lakeshore Village
- Long Branch
- Mimico by the Lake
- Mimico Village
- New Toronto
- Old Cabbagetown
- Queen East Broadview
- Queen Street East (between Jarvis and River)
- St. Clair Avenue West (between Old Weston and Glenholme)

For more on this program contact Michael Saunders at msaunder@toronto.ca.

13. Mayor Miller Discusses Financial Services with Lord Mayor of London

The Toronto Financial Services Alliance (TFSA), the British Consulate General and the City of Toronto hosted a panel discussion on April 29th to promote the Toronto and London financial services sectors. Intending to build on existing linkages and forge new ties, Robert Fitch, Lord Mayor of London met with members of Toronto's business community and politicians including Mayor David Miller. Other British guests participating in this exciting initiative included Stephen Harris of International Financial Services London (IFSL), and various representatives from KPMG, Price Waterhouse, Vinson and Elkin, Jardine Lloyd Thompson and the CASS business School.

For more information contact Susan Viegas at sviegas@toronto.ca.

14. Mayor Miller Focuses on Competitiveness

Speaking to the Economic Club of Toronto April 27th, Mayor David Miller outlined some of Toronto's fiscal challenges, corrective strategies and opportunities for business to partner on solutions.

The Mayor noted that Toronto's unemployment rate has dropped in the last year to 8.2%. He stressed that Toronto is maintaining its position as one of the most desirable addresses in the country with a tax base that has expanded over 12% in the last two years. He noted the industrial vacancy rate has declined significantly and the central area's office vacancy rate is lower than the GTA average.

Placing Toronto within a North American context, the Mayor noted Toronto is uniquely positioned in terms of major linkages with world cities such as London and New York and stressed that Toronto is the most diversified city-region in North America with the 4th largest employment base.

While firmly believing Toronto is well positioned for success, the Mayor is clear that the City is at a crossroads with aging infrastructure in need of new investment. The City needs new sustainable revenue sources to protect its assets into the future. With this challenge in mind, Toronto continues working with the provincial and federal governments to establish a new funding mechanism.

For more information contact Peter Finestone at pfinesto@toronto.ca.

15. Venturing Into Food - a Success

"Venturing into Food from Idea to Profit", a one-day symposium organized by the Toronto Economic Development Office provided 20 new companies valuable tips for setting up a food processing operation. Six food industry experts spoke on a variety of topics including Canadian food trends and demographics, marketing and positioning of products, product development labeling, food regulations, distribution, sales and pricing. Attendees were unanimous in their praise for the practical suggestions offered. Many left determined to revisit their business plans with a greater sense of clarity. Another symposium will be offered on **Tuesday October 5, 2004**.

For more information contact Michael Wolfson at mwolfso@toronto.ca.

16. Open Doors Beckon You

Doors Open Toronto is an annual free citywide event. Over 150 buildings of historic and / or architectural significance, many not normally open to the public, are available for visits one weekend of the year.

As part of this year's 5th anniversary celebrations, organizers are placing a spotlight on Canadian architecture and architects since 1945 in Toronto. Fifty percent of the 2004 roster will be devoted to contemporary buildings and spaces. Doors Open Toronto runs on Saturday May 29th and Sunday May 30th. Pick up the Toronto Star on Thursday May 20th for the official program guide or visit http://www.doorsopen.org. Enter an open door and explore your city.

For more information contact Linda Irwin at lirwin@toronto.ca.

17. Toronto Facts

Did you know that:

- There is more than 2.5 million square feet of dedicated exhibition space in Toronto.
- Toronto is home to Canada's largest concentration of professional designers. There are 40,000 design-related jobs in the City.
- There are 3 million trees in Toronto neighborhoods, parks and ravines- more than one for each resident.

18. Upcoming Toronto Events

Tax Information Forum
Second in a Series Provided by the Ontario Ministry of Finance

Topics to be covered include:

- Retail Sales Tax
- Ont. Corp. Tax
- Employer Health Tax
- Employment Standards 2000
- Goods and Services Tax
- Harmonized Sales Tax

May 26, 2004
7:30am - 4:30pm
Metro Hall
55 John Street To register call 416-395-7416.

Creating an Internet-based Business

May 27, 2004
7:30am - 9:00am
Toronto City Hall
100 Queen Street West
Committee Room #2

June 1, 2004
7:30am - 9:00am
Toronto City Hall
100 Queen Street West
Committee Room #1

To register call 416-395-7416.
Visit http://www.enterprisetoronto.com for a complete list of small business training opportunities.

Doors Open Toronto

May 29-30, 2004
150 Sites across Toronto

For more information contact Linda Irwin at lirwin@toronto.ca.

Business Communications - Free Seminar by Camille Glover

June 2, 2004
9:30am - noon
North York Civic Centre
5100 Yonge Street
Committee Room #1
To register call 416-395-7416.

Cash Flow and Income Statement - Free **Enterprise Toronto** seminar

June 2, 2004
7:30 am - 9:00 am
Toronto City Hall
100 Queen Street West
Committee Room #3
To register call 416-395-7416.
Visit http://www.enterprisetoronto.com for a complete list of small business training opportunities.

Accessing Public Venture Capital Workshop

June 2nd and 3rd
9:00 am-noon (followed by a networking lunch)
St. Andrews Club and Conference Centre
150 King Street West, 27th Floor
To register visit: www.insidesuccess.ca/.

German Centers of Excellence* 2004 Tour - Networking Reception to Explore the Latest Technology Trends in Europe

June 16, 2004
5:30pm - 8:00pm
Fairmont Royal York Hotel
100 Front Street West
Upper Canada Room

For more information contact Danielle Otsuka at 1-800-903-3777

*German Centers of Excellence is a unique joint initiative of the Economic Development Corporations of the largest German cities along with Invest in Germany with the purpose of promoting their competence as one of the most innovative business locations in Europe.

Advertising & Branding for Small Business - Free Seminar by Tom Beakbane

June 21, 2004
1:00pm - 4:00pm
North York Civic Centre
5100 Yonge Street
Committee Room #1
To register call 416-395-7416.

Keys to Marketing Success for Entrepreneurs - Free Seminar by Andrew Patricio

June 21, 2004
9:30am - noon
North York Civic Centre
5100 Yonge Street
Committee Room #1
To register call 416 395-7416

Small Business Forum - "Empowering the Entrepreneur"

September 22, 2004
Toronto Convention Centre
For more information visit http://www.enterprisetoronto.com

19. Thanks to our Contributors

We greatly appreciate the assistance of the following people for kindly contributing ideas for this issue of TO business.

Andrea Addario
Kyle Benham
Laurie Belzak
Neil Farmer
Peter Finestone
Linda Irwin
Christina Kakiflikas
Heather Hastings
George Spezza
Suzana Vaz
Anthony Watanabe

20.Contact Us

We are interested in your feedback. Contact us @ cknipfel@toronto.ca with ideas for future newsletter topics, questions about issues raised, or to add names to our distribution list.

We Are Your Contact At City Hall

We are here to help you. If you are looking to expand or relocate, if you need assistance with city, provincial, or federal policies, contact us. We also are able to put you in touch with key contacts to expedite and realize your business goals.

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BackTo Top